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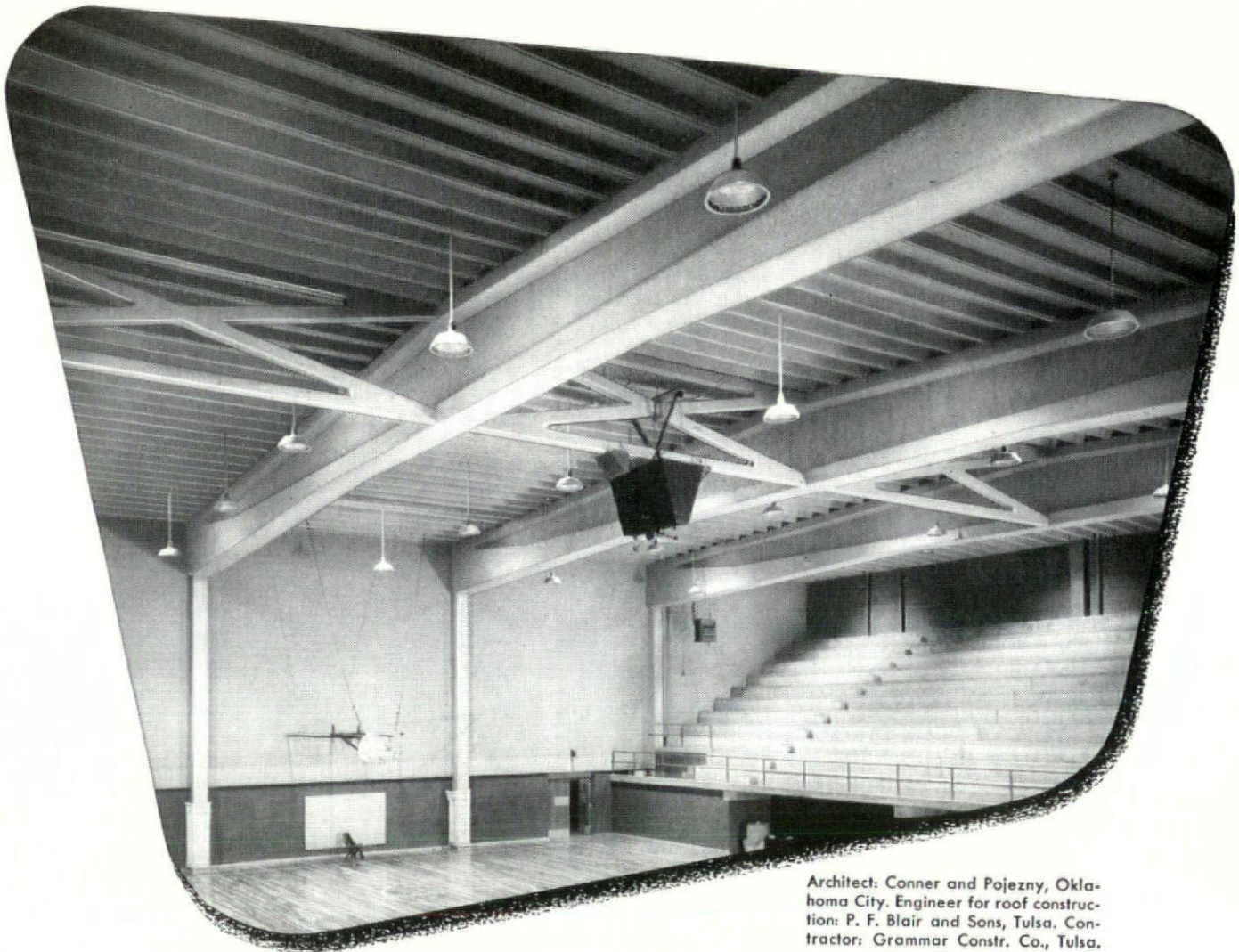
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The roof of the Pryor High School gymnasium in Pryor, Okla. is supported by only four 100-ft. precast, prestressed concrete girders. These girders, at 26-ft. centers, carry 2-ft. by 26-ft. precast concrete roof channel slabs. Even the diaphragms are precast concrete.

Prestressed as well as precast concrete units were also used in the gymnasium seating. The L-shaped bleacher seats are precast concrete in 20-ft.-long units and are supported by 35-ft. prestressed concrete beams.

Prestressed concrete girders are ideal for long, unsupported spans such as used in gymnasiums and auditoriums. And they can be thinner than conventionally-reinforced girders

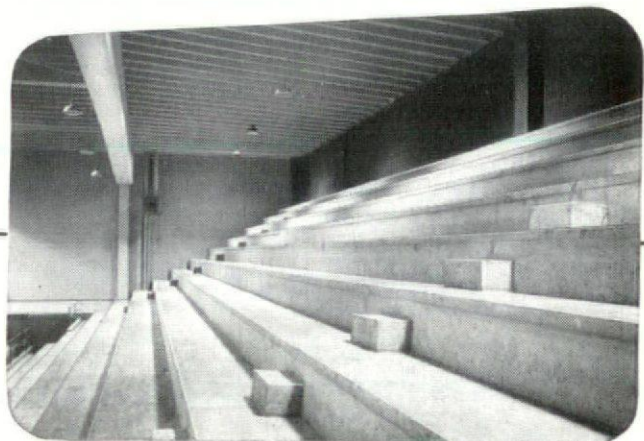
designed for the same load. Precasting girders and channel slabs saves time and money by reducing forms and using assembly-line methods.

For more information on construction utilizing precast and prestressed concrete units write for helpful free illustrated literature. Distributed only in the United States and Canada.

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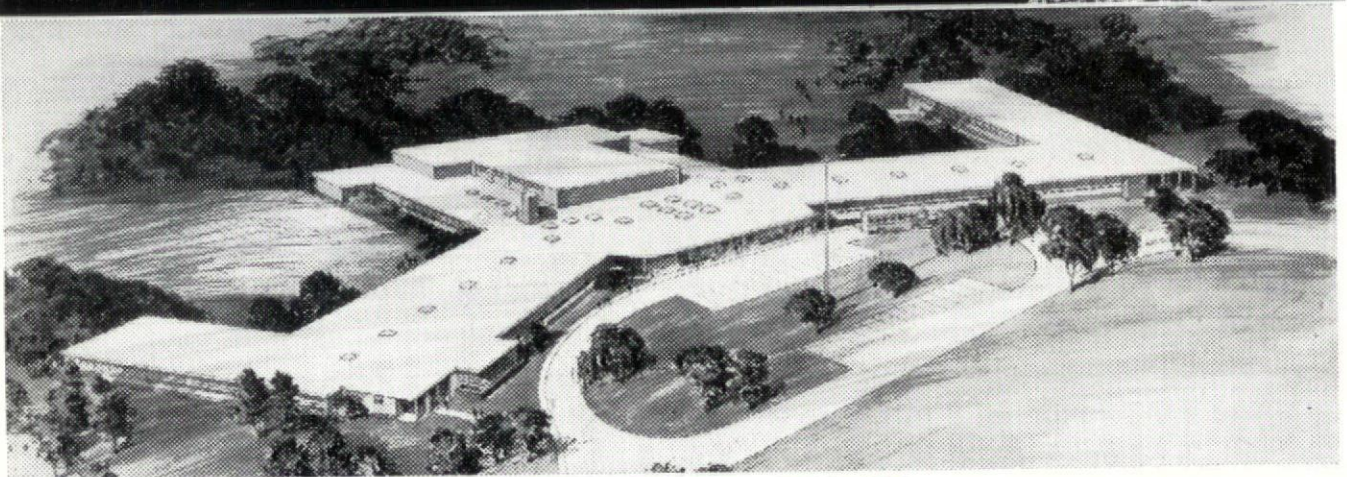
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Members Vote By-Law Changes

THE WISCONSIN Chapter, A.I.A., bylaws specifying that each division nominate two division directors annually was amended at the June 12 meeting of the membership at the Dell View hotel, Lake Delton, to provide for the election of a di-

rector by each division. The amended by-law (Article 7, Section 6) now reads:

(a) The Executive Committee at its December meeting shall select a nominating committee consisting of three members who are not members of the Executive committee.

(b) In addition to the members who serve at large, by December 31 each Chapter Division shall elect one member, resident in the territory of the Chapter Division, to serve as a member of the Executive Committee. Should a Chapter Division fail to elect a Division Director by December 31, it shall then be the duty of the nominating committee of the Executive Committee to nominate two residents of that Chapter Division as candidates for the office of Division Director.

(c) At any time before December 31, nominations for Directors at Large may be submitted to the Sec-

retary of the Chapter by any five or more members of the Chapter whose signature must be appended to such nominations.

(d) At least ten days before the date of the annual meeting, the Secretary shall mail to each member of the Chapter an official ballot, a plain white opaque envelope and a ballot envelope. There shall be printed on the ballot the statement "official ballot of the Wisconsin Chapter of the American Institute of Architects," the date of the election and directions for voting and returning the ballots. The ballot shall contain certain names of the nominees for Directors-at-Large, arranged alphabetically and blank spaces in which may be written the names of any additional nominees. There shall be printed on the ballot instructions to vote for the number of candidates for Directors-at-Large provided for in these by-laws.

A second section of the ballot shall have printed thereon the names of the members elected by the Chapter Divisions. If a Chapter Division has failed to elect a Division Director by December 31, the ballot shall then have printed thereon the names of the nominees from that Chapter Division with instructions to vote for one candidate in each Chapter Division which has not elected its Division Director.

(e) After marking his ballot, the member shall place the ballot in the

Continued on Page 7

COVER COMMENT

St. Joseph's Church and Rectory, of Fort Atkinson, is shown on our cover this month. Modern materials, inside and outside, make this structure a splendid example of contemporary architecture. Maintenance problems are reduced. For more on this church, the work of John J. Flad and Associates, AIA, Madison, see pages 8 and 9.

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Wisconsin Chapter American Institute of Architects

8416 W. Lisbon Avenue Milwaukee 16, Wis.
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John Brust Vice-President
Robert P. Potter Secretary-Treasurer
Gerald J. Rice Legal Counsel

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John Brust Arthur O. Reddemann
Wallace R. Lee, Jr. Fritz von Grossmann

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Robert P. Potter John Jacoby
Madison Division
Joseph H. Flad Robert Hackner
Northeast Division
Frank Shattuck Karel Yasko

DIVISION OFFICERS

Milwaukee Division
Maynard W. Meyer, President; Charles Haeuser, Vice-President; Robert Klocksins, Secretary-Treasurer.

Madison Division
Robert Cashin, President; Robert Torkelson, Vice-President; Harold Ames, Secretary-Treasurer.

Northeast Division
George Narovec, President; William Weeks, Vice-President; Melvin Slewert, Secretary-Treasurer.

Mrs. Paul Brust Taken by Death

Mrs. Mary Brust, wife of a widely known member of the Wisconsin Chapter, Paul Brust, died last month after a prolonged illness.

Her husband is a member of the firm of Brust and Brust, Milwaukee, AIA members, and a brother of John Brust, Wisconsin Chapter vice president.

She is survived by four daughters, Barbara, Charlotte, Janet and Marian; four sons, Peter, Daniel, Richard and William; three brothers, Robert F. and Richard J. McGinn, both of Milwaukee, and Dr. Edward F. McGinn, of Alameda, Calif., and her mother, Mrs. Nell McGinn, Milwaukee.

Services were held at the Becker funeral home in Milwaukee, with burial at the Holy Cross cemetery.

HUNT IS HONORED

A prominent Wisconsin Chapter member, Leigh Hunt, of Milwaukee, has been elected an Emeritus Member of the American Institute of Architects.

Announcement of the honor was made last month. It dates as of January 1, 1958.

Four State Firms Honored By Exhibits at AASA Meeting

A story in last month's Wisconsin Architect, while technically accurate, was unfair to three state architects.

The story revealed the awarding of national recognition to the firm of Lawrence Monberg and Associates, Inc., AIA, of Kenosha, for design of a high school, by the American Association of School Administrators at its recent meeting in St. Louis.

Actually, the Monberg work was one of four Wisconsin AIA architectural firms to be honored. Others were Edgar A. Stubenrauch and Associates, of Sheboygan; Fritz von Grossman, of Milwaukee; and Weiler and Strang and Associates, of Madison.

No actual awards, as such, were given. The honor involved was the fact that entries were included in the exhibition sponsored by the As-

sociation. Its jury, composed of outstanding school building specialists and architects who have specialized in the field of school plant design, reviewed a large number of prospective entries and selected those which in their judgment will contribute most to the improvement of school plant building. Each entry selected carried a seal indicating that this building had been selected by the exhibit jury for showing in the exhibition.

The Monberg exhibit was of the new Columbus, Wis., High School; the Stubenrauch exhibit was of the Community School at Waterloo, Wis.; von Grossman's exhibit was of Granville Union High School; and Weiler and Strang were honored for the Charles R. Van Hise school, of Madison.

Women's Group Is Organized

Mrs. Paul Jacoby has been named the first general Chairman of the Milwaukee Division's Women's Architectural League. The initial meeting of the group took place on June 30 at the home of Mrs. Charles Haeuser, N. Beach Dr. About 35 women attended and in addition to Mrs. Jacoby, named the following members as their Board of Directors: Mrs. Jack Kloppenburg, corresponding secretary; Mrs. Murray Kinnich, Recording Secretary; Mrs. Jack Rose, Treasurer; Committee Chairmen: Mmes. Lester Seubert, Alvin Grellinger and Douglas Drake, Telephone, Publicity and Exhibits, and Social, respectively and Mrs. Maynard Meyer, member ex officio.

Committee members include: Telephone, Mmes. Robert Klocksinn, William Losch, Don Libby and Eugene Carter; Publicity and Exhibits, Mmes. Roland Middleton, Donald Grieb, John Bruecker, Wallace Lee and Maynard Meyer; Social, Mmes.

Continued on Page 10

"Don't tie my hands . . ." says Reddy Kilowatt

Well planned electrical distribution systems should provide for future requirements as well as for present needs.

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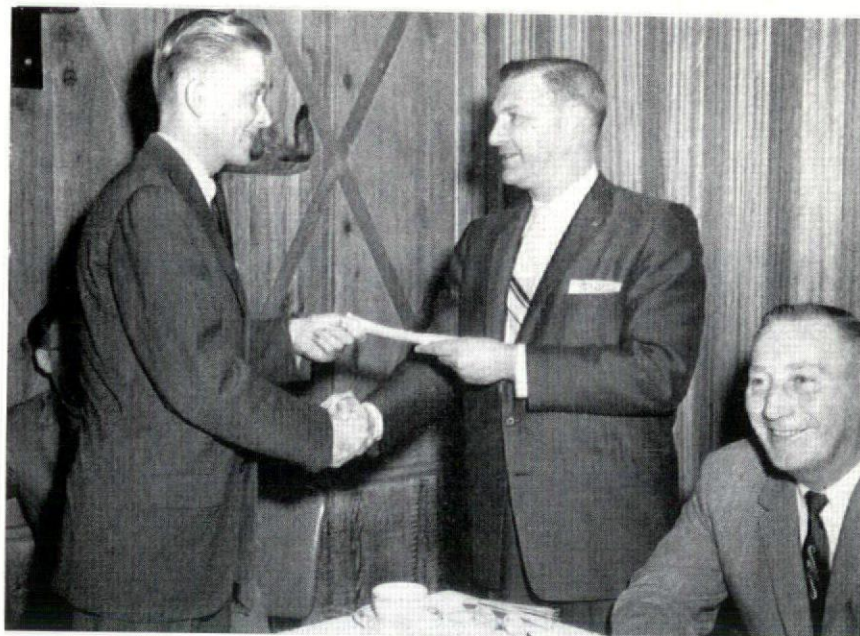


INCREASE REPORTED IN RELIGIOUS BUILDINGS

More people and more communities have resulted in more religious buildings being constructed today, according to the editors of *Architectural Record*, the professional magazine for architects and engineers published by F. W. Dodge Corporation.

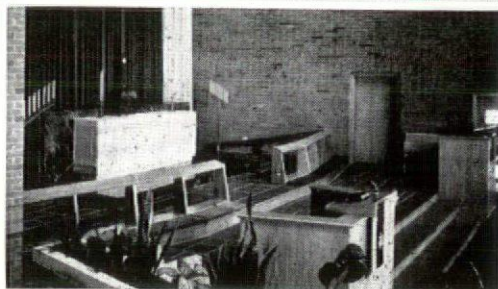
The unprecedented challenge of today's architect is that so many of these new religious buildings will be built in new communities for new groups of people who want a contemporary expression of their faith which will stand not only as a symbol of community of faith—the ancient role of the church building—but, more significantly, as a symbol of that faith to the community at large.

Outstanding examples of new religious buildings are studied in a 28-page pictorial presentation in the current issue of *Architectural Record*. The study includes an article entitled "A Place For Worship" by architect Victor A. Lundy, Sarasota, Fla.



A \$600 scholarship award, presented by the International Association of Blue Print and Allied Industries, was given last month to a young Milwaukeean, Norman Streufert (left), who is entering his last year as a graduate student in Architecture at the University of Oklahoma. He is shown here receiving his check from T. L. Johnson, president of the blueprint association. The cash award will be used to defray part of Streufert's school expenses. It was presented at the June meeting of the Milwaukee Division, held at the John Ernst Cafe, in Milwaukee.

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Brochures Build Business

An interesting treatment of a subject designed to help architects.

By Robert E. Lovett

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Reprinted from Northwest Architect

AN architect is bound by professional ethics not to advertise. Yet, like all of us, an architect must establish his name and build prestige over a long period of time to be successful. And, there is a way for an architect to add greatly to his stature and professional standing, as well as indicate his ability and answer questions—other than publicity and news releases. A competent brochure will serve to accomplish these results without infringing upon the moral issue of an architect and advertising.

Here are some of the reasons why brochures are important:

Identify architect. A brochure offers an architect an ideal means of identification. It allows him to indicate his appearance (by photo), his educational and experience background—as well as supply photographs and comments on his facilities and staff. He can list any awards received and indicate those clients he has served. A brochure allows the architect to emphasize and reiterate the most important points about himself and his organization and ability—far more adequately than he could do in a short personal visit and with a much greater remembrance and recall factor. It will often show a client types of work you do that he didn't even realize were in your scope of endeavor.

Identify work. The principal use of a brochure is to show photographs of structures that the architect has designed. There are many graphic ways for doing this attractively. But, most important is the need to emphasize the architect's

"raison d'être" by emphasizing either his scope and variety in design or his flair for architectural specialization.

Illustrate specific installations. There is also an opportunity in a brochure to highlight certain key installations and to indicate unusual floor plans, architectural design innovations, special construction features, and unusual treatment of materials—all of which emphasize the

architect's creative ability and construction "know-how."

Provide favorable recall factor. A personal call is highly effective, but there is nothing like an attractive permanent presentation—in the form of an architect's brochure—for the client or prospect to remind him of your ability and availability.

An architect's brochure needs special consideration. It is designed

Continued on Page 14

Advantages of Cube in Cost-Cutting Are Stressed

A new method of three-dimensional measuring which allows more complete standardization of building materials was recommended last month by Maurey Lee Allen, AIA, Appleton, in a speech to the Northern Illinois Chapter at Rockford.

The system has led to savings in school and industrial construction, he pointed out.

Known technically as the modular measuring unit, the system has as its basic measuring unit a 4-inch cube.

In practical application, it assures that each board, brick, window, or other piece of material will be the exact size needed and will not require modification by construction workers, Allen explained.

Rockford area contractors were guests at the Friday dinner meeting, held at Rockford Country club.

Allen said his firm had designed a new Appleton parochial high school, with two residence units for the staff, which is being built for \$2,000,000. It is designed for 800 pupils and is expandable to 1,100. He said he applied the modular measuring unit in design of this school.

The Appleton architect said 30 to 40 percent of the nation's architects now are making use of the modular unit in building at less cost. "It will eventually be used by most architects," Allen said. Europeans have been using it far more than we in America."

Allen explained it reduces the cost of the building, makes more effective use of labor on the job, makes for a saving for the architect, and cuts estimating costs for contractors.

Asked about the architectural forms being shown at the Brussels worlds fair, Allen said, "Maybe we will get some new ideas, but we have good thinking in the United States."

Allen said building will not get cheaper here because Americans will not be content with a "1950-model" in automobiles or buildings. "People today will want the best in building and labor will not get cheaper; therefore cost of building will stay up," he said.

Allen was presented by Charles E. Boettcher, president of the Northern Illinois chapter.

By-Law Amendments . . .

From Page 3

plain white opaque envelope which shall be sealed and placed in the ballot envelope. The ballot envelope in which the plain white envelope shall be placed shall have the proper name and address at which the envelope will be received, the statement "Official Voting Envelope Containing Ballot Only" and a place for the signature of the member voting. To be acceptable, a ballot must be delivered to the Secretary of the Chapter at any time prior to the opening of the annual meeting.

(f) The Secretary shall check the signatures of all ballot envelopes received as to the right of suffrage of the voter and shall deliver the envelopes unopened to the President at the Annual Meeting with a

report on every ballot case by a member not entitled to vote thereon.

At the same time, two proposed amendments were referred to the Chapter Affairs Committee for further study and will be presented at the Annual Meeting in March of 1959. They are concerned with the qualifications of Junior Associate and Associate members.

The members attending the meeting also heard a progress report by Membership Committee chairman Nat Sample on the current membership drive. Announcement of the division to receive the badge case "trophy" will be made in the next issue of The Wisconsin Architect, and the case will be presented at the meeting of the winning division.

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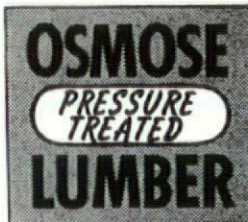
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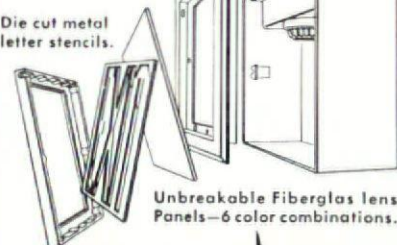
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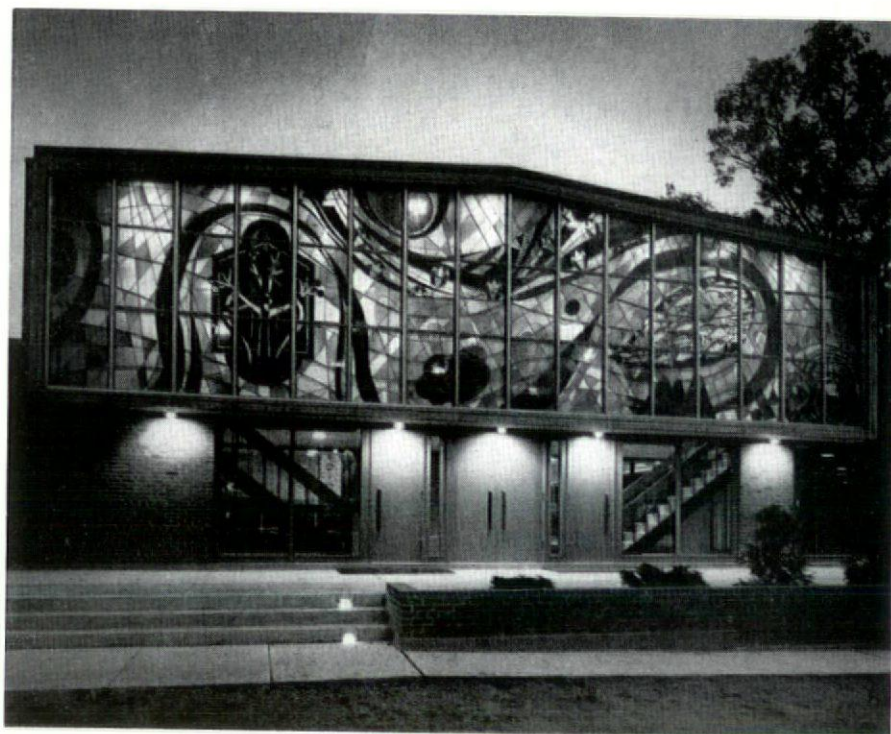
AMPLE use of brick, and many of the latest and most practical building materials, have gone into the church pictured on these pages and on the cover. It is the work of John J. Flad and Associates, AIA, of Madison.

The church is St. Joseph's, of Fort Atkinson, and the design by the Flad firm included the rectory.

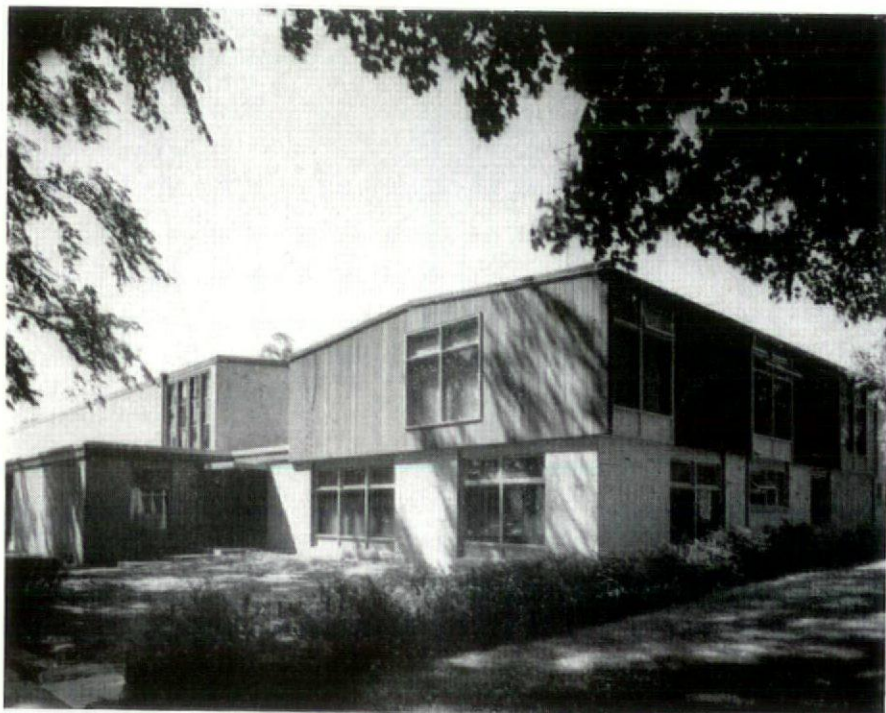
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INTERIOR



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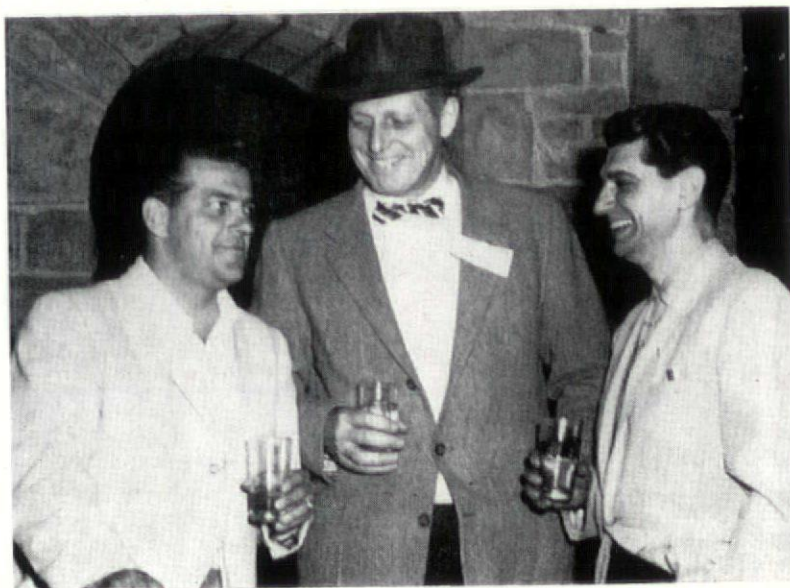
This new concept eliminates the bathroom by radically changing the entire bathing-dressing-sleeping area. Hailed as the most exciting new home change in years, "Privazoning," as it is called, guarantees personal privacy and comfort for every member of the family. A separate dressing room, located adjacent to every bedroom, contains a vanity lavatory, partitioned toilet, clothes closet, and dresser.

Women . . .

From Page 4

Lester Niehoff, Henry Martinez, Mac Slater and Mike Sielaff.

The group plans an August meeting to which all wives of Milwaukee Division members will be invited.



The Madison Division held its third annual outing with the Madison Mechanical Contractors last month at Burrows Park in that city. Entertainment included a baseball game, won by the Architects, 5-4, croquet, horseshoe pitching and liquid refreshments. Shown in this photo are, from left, Wisconsin Chapter Pres. Joseph H. Flad; Edward R. Stege, executive secretary of the MMCA; and Robert C. Cashin, president of the Madison Division.

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Personnel Named for Milwaukee Committees

Following are personnel of Milwaukee Division Committees for 1958 as announced last month.

Program Committee

Murray Kinnich, Chairman
David Cederquist
Lester Niehoff
Daniel Reginato
George Schuett
Robert Slater

Membership & Reception Committee

William Losch, Chairman
Erwin Dembeck
Walter Domann
Austin Fraser
Robert Klocksinn
Robert Slater

Building Code Committee

Francis Gurda, Chairman
Maurice Merlau
Val Mower
Urban Peacock
Albert Ruttenberg
Al Seitz

Education Committee

Wallace R. Lee, Chairman
Charles Haeuser
Joachim Kostrau
Clint Mochon
Sheldon Segel
Peter Seidel

Exhibition Committee

Robert Van Lanen, Chairman
Steven Demeter
Reimar Frank
Kenneth Kurtz
Robert Strass
William Wenzler

Competition Committee

Charles Harper, Chairman
Harold Baylerian
Reimar Frank
Austin Fraser
Robert Jokisch
Jordan Miller

Civic Design & City Planning Committee

Harry Bogner, Chairman
Richard Blake
Charles Harper
Rolf Irgens
Harvey Koehnen
Kenneth Kurtz
Gregory Lefebvre
Jordan Miller
Clint Mochon
Richard Perrin
Sheldon Segel
Peter Seidel

AIA - Association of General Contractors Joint Committee

Al Grellinger, Chairman
Bruce Boswell
Paul Brust
C. A. Herman
Lloyd Knutsen
Al Seitz

AIA - National Association of Home Builders Joint Committee

Fred Schweitzer, Chairman
Douglas Drake
Donald Grant
Willis Leenhouts
Abe Tannenbaum
Fritz Von Grossmann

AIA - Civilian Defense Committee

Jack Rose, Chairman
Tom Eschweiler
Ned Fischer
Gregory Lefebvre
John Messmer
Albert Ruttenberg

AIA - Producer's Council Joint Committee

Joseph Tarillion, Chairman
Hugh Hirsch
Clarence Huettneraich
Robert Jokisch
Alfred Kluge
Henry Martinez

Urban Renewal Committee

Clint Mochon, Chairman
Harry Bogner
Rolf Irgens
Harvey Koehnen
Kenneth Kurtz
R. G. Middleton
Richard Perrin
Leroy Riegel
Sheldon Segel
Peter Seidel
Robert Slater
Abe Tannenbaum

Preservation of Historic Structures Committee

Richard Perrin, Chairman
Walter Domann
Reimar Frank
Rolf Irgens
John Messmer
Mark A. Pfaller

AIA - Construction Specification Institute Joint Committee

Roger Herbst, Chairman
Al Kluge
Val Mower
Al Seitz
Lester Seubert
Robert Slater

Awards Committee

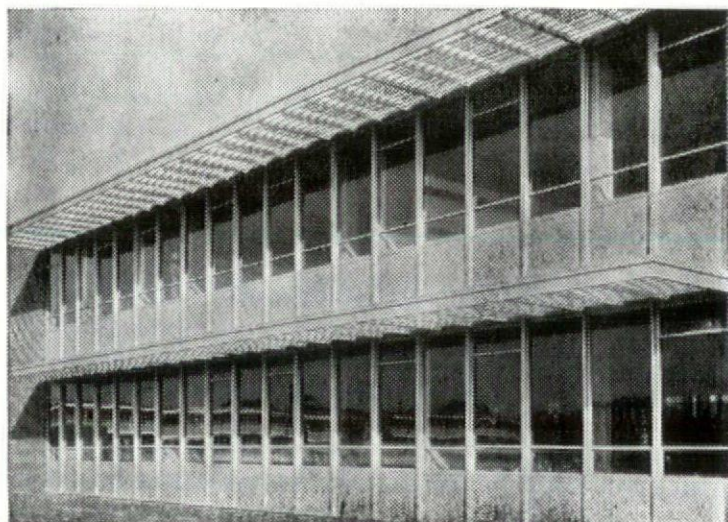
Reimar Frank, Chairman
Harold Baylerian
Tom Eschweiler
Donald Grant
George Gunn
Bernard Lewis

Permanent AIA Headquarters Committee

Arthur Reddemann, Chairman
Erwin Dembeck
Roger Herbst
Gregory Lefebvre
Fred Schweitzer
Robert Strass

Public Relations Committee

To be announced



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Hi-Lites

OF THE JUNE BOARD MEETING

Four architects were recommended to the Institute for membership in the A.I.A. at the Chapter's Board of Directors meeting held June 12 at Lake Delton. Board members in attendance were: Joseph Flad, Arthur Reddemann, Karel Yasko, Mark Purcell, Robert Hackner, John Brust, Robert Potter, Frank Shattuck, John Jacoby, Wallace Lee, Fritz von Grossmann. A proxy was received for M. L. Allen. They are Carl Boettcher, Neenah, and Robert Sauter, Appleton, who have been Associate members, and Frank Fuchs, LaCrosse, and Noble E. Rose, Beloit. Milton Monicken, Madison, was accepted as an Associate member. New Junior Associates approved were Lynn Bortles, Baraboo; Robert C. Kraft and Robert V. Phillips, Madison.

In other actions, the Board:

Recommended the termination of one corporate member for non-pay-

ment of dues;

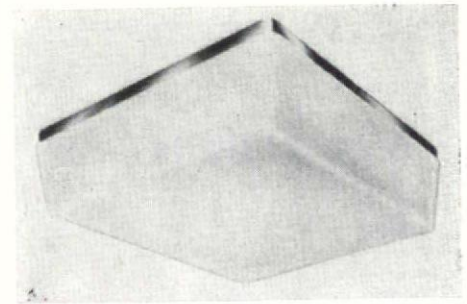
Authorized a Chapter ad in the Milwaukee Building & Construction Trades Council yearbook;

Approved the report of the Home Building Industry Committee chairman, Fred Schweitzer, and authorized continuation of the committee with the builders, particularly on the 1959 Parade of homes;

Authorized the hotel and travel expenses of President Joseph Flad to the A.I.A. convention in Cleveland; and

Requested Gerald Rice to investigate the listing of engineers under the "architect" heading in the Wisconsin telephone directories.

Herbert Grassold, chairman of the public relations committee, reported that his committee had interviewed a public relations firm and would present their proposal at the next Board of Directors meeting.



Prescolite Manufacturing Company, Berkeley, Calif., is offering a new conception in Drum Lighting. It is proclaimed the only drum unit with pan integral mechanical parts constructed from weather resisting, non-corrosive "Dielux" die cast aluminum. The "Trigger Lok" cam-locking principle and simplified hinging is said to allow fast, easy maintenance. The glass is hand-blown, satin-finished "Thermopal."

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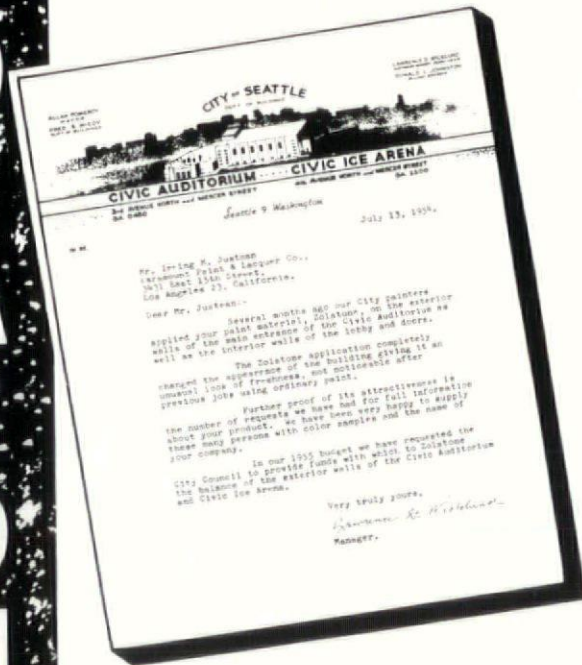
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Architects in Downtown Development

Madison Division Helps to Plan
"Design for Tomorrow"

By Nathaniel W. Sample, AIA

IN February, 1957 the Madison Division embarked on a project which will profoundly affect the history of our Capitol City. On that date, at a regular meeting, the Division accepted the invitation of the Design for Tomorrow Task Force of the Mayor's Metropolitan Development Committee to assist in the formulation of a long range plan for Downtown Madison.

The Capitol Square District has been suffering increasingly in recent years from obsolescence of its buildings, congestion of its streets and lack of zoning and modernization. This is typical of many cities throughout the country, and, as in other cities, the Architects have been anxious to remedy the situation.

On August 1, 1956, Mayor Ivan Nestigen organized the Madison Metropolitan Development Committee, the objective of which was to "devote itself to the overall basic problems of community growth." A subcommittee of this group was named the Design for Tomorrow Task Force. The purpose of this subcommittee was to re-examine the role of Metropolitan Madison's Capitol Square District, to determine in a general way, the programs which may make it serve the Metropolitan area more efficiently and to supervise the financing of a more intensive technical study of those programs. Allen J. Strang, A.I.A., was appointed to Membership on this Task Force and he immediately recommended that the Madison Di-

vision of the Wisconsin A.I.A. be invited to participate in this study and to advise the Task Force.

It was at this point that the Mayor and other officers of the Metropolitan Development Committee presented their proposal to the Madison Division and a resolution was passed enthusiastically endorsing the plan.

A Committee of Architects representing six of the larger offices in Madison was appointed to meet with the Task Force. During the following months, weekly study sessions were held with guest experts on all subjects involved in the problem of Downtown Redevelopment. These included the City Planning Engineer, City Traffic Engineer, a Representative of the Madison Bus Company, University Professors of Land Use, Mass Transportation and Retailing, a Newspaper Advertising Manager and several others. One of the high points of this study program was the Division Meeting at which Theodore Aschman, planning consultant from Chicago, was guest speaker. Mr. Aschman has consulted on similar projects in Chicago, Minneapolis, and several other large cities. He contributed many helpful suggestions as well as encouragement on the course being followed.

These study sessions served to point up the real troubles in the Capitol Square Area and the problems that had to be solved. The next step was the formulation of a long range plan to solve the problems. To accomplish this, the Architects

recommended that a sum of money be raised to employ a small staff consisting of an experienced planner, a couple of draftsmen and a secretary. This staff would be advised by qualified consultants in the various specialized fields of Urban Redevelopment and by the Madison Architects, and would be employed by a Non-Profit Corporation made up of citizens and representatives of the city government, including, of course, the City Planning Office.

\$75,000 was estimated as the amount needed. To raise this money and to present the Task Force's report, a brochure was published. This brochure states the problems and outlines the ways to their solution in language the layman can understand. Several provocative sketches by the Architects and an outstanding layout job by a member of the Task Force have made this a very effective report. A verbal presentation was also developed with a series of slides. This was given to the City Council, the Chamber of Commerce and other groups and at present the project has received the endorsement of both the City Council and the Chamber of Commerce.

The Madison Division is proud of its part in this program and pleased to be of service to its community. It is more than a public service effort; it is public relations as well. More people are learning more and more about Architecture and Architects in Madison everyday.

MAY CONTRACTS SHOW INCREASE

May contracts for future construction in Wisconsin amounted to \$82,330,000, an increase of 19 per cent from May 1957, F. W. Dodge Corporation, construction news and marketing specialists, reported recently.

According to Dodge figures, a breakdown of contracts by the major building categories in May, compared to the like month of 1957, showed: non-residential at \$33,580,000, up 30 per cent; residential at \$31,271,000, down one per cent; and heavy engineering at \$17,479,000, up 48 per cent.

The cumulative total of contracts for the first five months of 1958 amounted to \$268,043,000, up 11 per cent from the like 1957 period. Cumulative total of contracts in the major construction categories showed: non-residential at \$95,388,000, up 5 per cent; residential at \$98,826,000, down 17 per cent; and heavy engineering at \$73,829,000, up substantially.

NEW REPRESENTATIVE

Western Mineral Products Company has announced the appointment of a new representative in the southern Wisconsin area.

He is Ray Rackowski, who has been active in the building products sales in the Milwaukee area for several years. A native of Milwaukee, he now lives in Cudahy.

New Firm Is Formed at Appleton

A new architectural firm, Sauter & Seaborne, Architects, has been formed at Appleton, by Robert G. Sauter and Benjamin M. Seaborne. Offices are at 125 W. College Ave.

Both have made application for corporate membership in the Wisconsin Chapter, A.I.A., Mrs. Ruth Hill, executive secretary, reported.

Sauter, a registered architect, attended the Layton School of Art in Milwaukee, spent three years with the Army engineers, attended Lawrence and St. Norbert colleges, and has taught an architectural class at the Appleton Vocational school. He has recently completed tests for registration in the state. He was formerly employed by Maurey Lee Allen, Appleton architect, for nine years and is an associate member of the Northeast Division of the Wisconsin Chapter.

Seaborne, also an associate member of the AIA, attended Lawrence college and the University of Michigan school of architecture and spent three years with the army signal corps. He has spent the last four years with Architect George Narovec.

Brochures Build Business . . .

From Page 6

to represent a man and his creative ability and it must reflect those design beliefs that an architect stands for. It cannot be the haphazard result of a printer or the casual conglomeration of photographs often put together by a public relations representative. To look professional, it should be created by a professional.

Layout. Layout is of utmost importance in providing a careful graphic flow of copy and illustration, leading the reader logically from beginning to end and building a careful structure of acceptance of the architect. If categories are desired, they should be handled with clarity and distinctiveness. If specialization is prominent, it should be

emphasized in proper relation to the remainder of the brochure. Too often these are factors that are overlooked—even by architects.

Mechanical considerations. Brochures can enhance their graphic effectiveness by the proper choice of type faces and of trade techniques, such as blind embossing and die cutting.

Photographs. Every architect realizes the value of a carefully composed photograph illustrating a structure. It goes without saying that photographs in an architect's brochure need unusually special consideration.

Copy. A minimum of copy is always desirable and such copy

should be straightforward and factual with no padding or extraneous "promotion-type" verbiage. However, it is vitally important that such copy be so written that the reader logically progresses from the front cover to the rear cover of the brochure.

Color. Color is an important part of any brochure. In some cases one color may be entirely adequate. In other cases—particularly where the architect has incorporated unusual color into his design—four colors or "full color" treatment is necessary.

A brochure is an institutional and harmless way to sell yourself effectively and to tell your story without leaving the bad taste so often associated with advertising and promotion.

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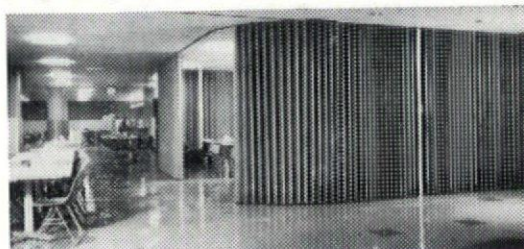
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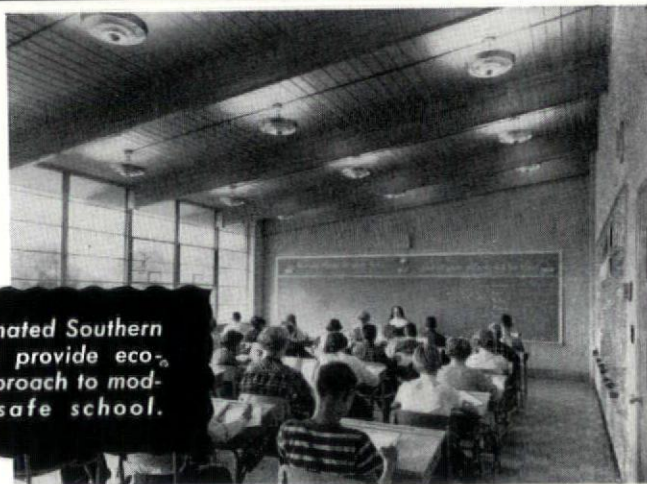
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T-148	1.485	679	610	553	505	463	419	359	309	268	233	203	177	155	135	117	103	89	77	66	57	52	
T-123	1.227	679	610	553	472	396	335	286	245	210	181	156	134	116	100	86	73	61	52	43			
T-111	1.111	679	610	500	415	348	293	249	211	181	154	132	112	96	81	68	57	47	39				
T- 99	0.994	664	535	438	362	302	253	213	180	153	129	110	92	78	65	53	43						
T- 92	0.920	615	495	404	334	277	231	195	163	138	116	97	81	67	55	44	35						
T- 86	0.862	572	460	375	307	255	212	177	149	125	104	87	71	59	47	37							
T- 80	0.804	528	423	344	282	233	193	161	133	111	92	76	61	50	39								
T- 75	0.746	492	393	319	261	214	179	149	121	100	81	67	53	42									
T- 69	0.693	450	359	290	236	193	159	130	107	87	70	56	44										
T- 64	0.641	414	329	264	214	174	142	116	94	76	60	47	36										
T- 59	0.589	376	297	238	192	155	125	101	81	64	49	37											
T- 54	0.543	340	268	213	171	147	119	87	69	53	40												
T- 49	0.497	303	237	187	149	118	93	72	56	41													
T- 45	0.451	272	212	166	130	102	79	60	45														
T- 41	0.411	244	189	146	113	88	67	49	35														

*Minimum 3000 PSI at 28 Days

**Includes the live load plus any dead load that is additional to the weight of the slab and 1 5/8" topping.

Accepted by The Wisconsin Industrial Commission

REMARKS

- Safe loads for greater steel content must not be extrapolated, A. C. I. Code allows 20,000-1350-10 ($f_c' - 3000$) except for shear $f_v' - 3750$ psi.
- Safe Superimposed

6/M

$$W = \frac{L^2}{8} - 74 \text{ (W in lb. per sq. ft. of floor area)}$$

- Table is based on dead load, plus topping and grout of 99 PLF
- Stirrups are needed for all loadings indicated above the stepped dashed line
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